relevance, said benefit information to be processed at said ultimate receiver station and only some of said benefit information to be outputted at said ultimate receiver station;

selecting and delivering said contiguous television commercial programming to said television monitor for output to a user;

detecting said first data before a time period during which information will be computed and delivering said first data to said computer;

computing second data by processing one or more of said first data in said time period, said second data to serve as a basis for completing said advertising;

communicating at least a portion of said only some of said benefit information to complete said advertising in said time interval of specific relevance based on said step of computing second data; and

outputting said at least a portion of said only some of said benefit information at said television monitor, said advertising comprising said contiguous television commercial programming and said only some of said benefit information.

10. (New Claim) The method of claim 9, further comprising the steps of:

detecting processor instructions in said at least one information transmission;

passing said processor instructions to said computer; and

performing at least one of said step of computing and said step of communicating in accordance with said processor instructions.

11. (New Claim) The method of claim 10, wherein said time interval of specific relevance is a first of a plurality of time intervals of specific relevance contained in said only some of said contiguous television commercial programming, said method further comprising the steps of:

storing subscriber data in said computer;

generating a value by processing said stored subscriber data in accordance with said processor instructions; and

outputting said value at said television monitor in a second of said plurality of time intervals of specific relevance.

12. (New Claim) The method of claim 11, wherein a video image of said value is displayed at said television monitor.

13. (New Claim) The method of claim 11, wherein audio of said value is emitted at said television monitor.

14. (New Claim) The method of claim 9, wherein said only some of said benefit information includes a graphic image, said method further comprising the step of presenting said graphic image at a specific location on a video display of said contiguous television commercial programming.

15. (New Claim) The method of claim 9, wherein said only some of said benefit information includes audio and said second data include a value, said method comprising the steps of:

selecting said audio based on said value; and

outputting at a speaker at said television monitor one of a combined and sequential presentation of said contiguous television commercial programming and said selected audio.

16. (New Claim) The method of claim 9, wherein said ultimate receiver station includes a printer and a part of said only some of said benefit information is to be printed, said method further comprising the step of directing said part of said only some of said benefit information to said printer.

17. (New Claim) The method of claim 9, wherein said ultimate receiver station includes a tuner and said second data include a value, said method further comprising the step of controlling said tuner to tune a receiver based on said value, said tuner to receive at least some of said contiguous television commercial programming and said benefit information.

18. (New Claim) The method of claim 9, wherein said ultimate receiver station includes a storage device and said second data include a value, said method further comprising the step of controlling said storage device to store at least some of said contiguous television commercial programming based on said value.

19. (New Claim) The method of claim 9, wherein said ultimate receiver station includes a plurality of output devices, said television monitor being a first of said plurality of output devices, said method including the steps of:

delivering a part of said only some of said benefit information at a second of said plurality of output devices; and

explaining the significance of said part of said only some of said benefit information in said contiguous television commercial programming.

20. (New Claim) The method of claim 19, wherein said plurality of output devices includes at a storage device, said method further comprising the step of storing said part of said only some of said benefit information.

21. (New Claim) The method of claim 9, wherein said contiguous television commercial programming includes only some of a television commercial, said method further comprising the steps of:

generating a remainder of said television commercial in accordance with at least one instruction detected in said at least one information transmission; and

synchronizing the delivery of said contiguous television commercial programming and said remainder of said television commercial.

22. (New Claim) The method of claim 21, wherein said step of generating a remainder comprises:

clearing at least some of a memory; and

generating a background color.

23. (New Claim) The method of claim 9, wherein said only some of said benefit information communicates an amount of a saving.

24. (New Claim) The method of claim 9, wherein said only some of said benefit information communicates at least some of an offer.

25. (New Claim) The method of claim 9, wherein said only some of said benefit information communicates at least some of an delivery technique.

26. (New Claim) The method of claim 9, wherein said only some of said benefit information communicates at least some of an ordering technique.

27. (New Claim) The method of claim 9, wherein said only some of said benefit information communicates at least some of an improvement.

28. (New Claim) The method of claim 9, wherein said second data include at least one of a user specific analysis and a user specific recommendation and said benefit information communicates or explains said at least one of said user specific analysis and said user specific recommendation.

29. (New Claim) The method of claim 9, wherein information of at least one of the tastes, habits, financial condition, family status, and interests of said user are processed and said only some of said benefit information includes at least some of a name of one of a product and service.

30. (New Claim) The method of claim 9, wherein subscriber information is inputted in response to an instruction communicated in a television programming signal, said method further comprising the step of selecting at least part of said only some of said benefit information based on said inputted subscriber information.

31. (New Claim) The method of claim 30, wherein said instruction is communicated at least one of visibly and audibly in television programming and a person inputs said subscriber information.

32. (New Claim) The method of claim 30, wherein a processor inputs said subscriber information, said method further comprising the step of storing subscriber instructions to serve as a basis for authorizing at least one of reception of programming, delivery of a product, and delivery of a service.

33. (New Claim) The method of claim 9, wherein a subscriber order is inputted based on said advertising, said method further comprising the step of communicating said order to a remote order taking station.

34. (New Claim) The method of claim 33, wherein data which identify at least one of a product and service identified in said advertising is communicated to said remote order taking station.

35. (New Claim) A method of advertising at a plurality of ultimate receiver stations each of which includes a television receiver, a detector operably connected to said television receiver, a television monitor, a processor connected to said television monitor, and with of each of said plurality of receiver stations adapted to detect and process benefit information, said method of communicating comprising the steps of:

(1) receiving contiguous television commercial programming at a television transmitter station and delivering said contiguous television commercial programming to a transmitter, said contiguous television

commercial programming being of a duration, only some of said duration containing a time interval of specific relevance;

(2) receiving and storing said benefit information, all of said benefit information to be processed at each of said plurality of receiver stations, only some of said benefit information to be outputted at each of said receiver stations, at least a portion of said only some of said benefit information to be outputted at the television monitor during said time interval of specific relevance;

(3) transferring at least some of said benefit information to said transmitter before a time period during which information will be computed; and

(4) transmitting from said television transmitter station at least one information transmission containing said contiguous television commercial programming and said benefit information.

36. (New Claim) The method of claim 35, further comprising the step of embedding at least some of said benefit information in a television programming transmission containing said contiguous television commercial programming.

37. (New Claim) The method of claim 35, wherein said step of transmitting directs said at least one information transmission to at least two of said plurality of ultimate receiver stations at the same time, and said at least two ultimate receiver stations each deliver said contiguous television commercial programming and different portions of said benefit information to one or more users concurrently.

38. (New Claim) The method of claim 35, wherein said step of transmitting directs said at least one information transmission to a multiplicity of ultimate receiver stations at different times and each of said multiplicity of ultimate receiver stations delivers said contiguous television commercial programming and some of said benefit information to one or more users at a different time.

39. (New Claim) The method of claim 35, further comprising the steps of receiving said contiguous television commercial programming at least one receiver in the transmitter station, communicating at least some of said contiguous television commercial programming from said at least one receiver to a memory location, and storing said at least some of said contiguous television commercial programming at said memory location for a period of time prior to communicating said contiguous television commercial programming to said transmitter.

40. (New Claim) The method of claim 35, further comprising the step of transmitting an instruct signal which operates at said each of said plurality of ultimate receiver stations to generate a benefit value to be outputted during said time interval of specific relevance.

41. (New Claim) The method of claim 35, wherein said transmitter station transmits said benefit information before transmitting said only some of said contiguous television commercial programming.

42. (New Claim) The method of claim 35, wherein said benefit information includes at least one of generally applicable video and audio to be outputted at said plurality of ultimate receiver stations during said time interval of specific relevance, said method further comprising the step of including in said benefit information code which enables said plurality of ultimate receiver station to select said at least one of generally applicable video and audio.

43. (New Claim) The method of claim 35, further comprising the step of transmitting an instruct signal which operates at least one of said plurality of ultimate receiver stations to input a subscriber response to some of said advertising.

44. (New Claim) The method of claim 35, further comprising the steps of:

receiving at said transmitter station only some of a signal which operates to control at least one of said plurality of ultimate receiver stations;

generating information to complete said control signal; and

transmitting said control signal to said plurality of ultimate receiver stations.

45. (New Claim) The method of claim 44, wherein said information to complete said control signal includes higher language code, said method comprising the step of transmitting at least one of said higher language code, an assembly language, and an instruction which operates at said at least one of said plurality of ultimate receiver stations to assemble portions of said at least one information transmission.

46. (New Claim) The method of claim 35, wherein each of said plurality of ultimate receiver stations includes a portion receiver capable of receiving a digital data portion communicated in one of a changeable location and expanse of at least one of a television signal and a multichannel signal, said further comprising the step of transmitting a control signal which operates at each of said plurality of ultimate receiver stations to control its portion receiver to receive and transfer to its detector said digital data portion in one of a changed location and expanse of said at least one of said television signal and said multichannel signal.

47. (New Claim) The method of claim 46, further comprising the step of transmitting at least some of said contiguous television commercial programming in said one of a changed location and expanse.

48. (New Claim) The method of claim 46, further comprising the step of transmitting at least some of said benefit information in said one of a changed location and expanse.

49. (New Claim) The method of claim 35, wherein each of said plurality of ultimate receiver stations is capable of detecting a plurality of television signal types, said method further comprising the steps of:

transmitting a first part of said contiguous television commercial programming and said benefit information in a first of said plurality of television signal types; and

transmitting a second part of said contiguous television commercial programming and said benefit information in a second of said plurality of television signal types.

50. (New Claim) The method of claim 35, further comprising the step of transmitting processor code which operates at each of said plurality of ultimate receiver station to process said benefit information.

51. (New Claim) The method of claim 50, further comprising the step of transmitting operating system instructions which enable each of said plurality of ultimate receiver station to respond to said processor code.

52. (New Claim) The method of claim 35, further comprising the step of transmitting data to serve as a basis for evidencing an availability of said contiguous television commercial programming at said plurality of ultimate receiver stations.

53. (New Claim) The method of claim 52, wherein said data evidence an availability of said advertising.

54. (New Claim) A method of controlling a remote television transmitter station to communicate advertising material to at least one ultimate receiver station, with said remote television transmitter station including at least one intermediate transmitter, a plurality of selective transfer devices operatively connected to said at least one intermediate transmitter, a receiver for receiving control information from at least one origination station, a detector operatively

connected to said receiver, a controller operatively connected to said detector and said plurality of selective transfer devices, said remote transmitter station adapted to communicate (i) contiguous television commercial programming and (ii) benefit information to said at least one intermediate transmitter, said contiguous television commercial programming being of a duration and only some of said duration containing a time interval of specific relevance, and with all of said benefit information to be stored at said at least one ultimate receiver station and only some of said benefit information to be outputted at said at least one ultimate receiver station, said method of communicating comprising the steps of:

receiving only some of a first portion of (1) said contiguous television commercial programming and (2) said benefit information and delivering said only some of (1) said contiguous television commercial programming and (2) said benefit information to at least one origination transmitter;

receiving at least one transmitter control signal which operates at said remote television transmitter station to communicate said benefit information and at least a second portion of said contiguous television commercial programming to said at least one intermediate transmitter before a time period during which information will be computed; and

transmitting said at least one transmitter control signal from said at least one origination transmitter before said time period.

55. (New Claim) The method of claim 54, wherein said at least one transmitter control signal includes an intermediate generation set.

56. (New Claim) The method of claim 54, wherein said at least one transmitter control signal includes one of a code and data which enable said remote television transmitter station to organize said contiguous television commercial programming.

57. (New Claim) The method of claim 54, wherein said at least one transmitter control signal includes a schedule.

58. (New Claim) The method of claim 54, wherein said only some of said first portion of (1) said contiguous television commercial programming and (2) said benefit information includes at least one of formula information and item information.

59. (New Claim) The method of claim 54, wherein said only some of said first portion of (1) said contiguous television commercial programming and (2) said benefit information includes only some of said contiguous television commercial programming and said at least one transmitter control signal operates at said remote television transmitter station to organize said contiguous television commercial programming.

60. (New Claim) A method of controlling a remote intermediate data transmitter station to communicate advertising material to at least one ultimate receiver station, with said remote intermediate data transmitter station including an intermediate data transmitter, a plurality of selective transfer devices operatively connected to said intermediate data transmitter, a receiver for receiving data and control information from at least one origination station, a

detector operatively connected to said receiver, a controller operatively connected to said detector and said plurality of selective transfer devices, said remote transmitter station adapted to communicate benefit information to said intermediate data transmitter, all of said benefit information to be stored at said at least one ultimate receiver station and only some of a first portion of said benefit information to be outputted at a television monitor at said at least one ultimate receiver station, said ultimate receiver station to be displaying contiguous television commercial programming at said television monitor, said contiguous television commercial programming being of a duration and only some of said duration containing a time interval of specific relevance, and with said only some of said first portion of said benefit information to be outputted at said at said television monitor during said time interval of specific relevance, said method of communicating comprising the steps of:

receiving only some of a second portion of said benefit information at said at least one origination station and delivering said only some of said second portion of said benefit information to at least one origination transmitter;

receiving at least one transmitter control signal which operates at said remote intermediate data transmitter station communicate said benefit information to said intermediate data transmitter; and

transmitting said at least one transmitter control signal from said at least one origination transmitter before a first time period during which information will be computed.

61. (New Claim) The method of claim 60, wherein said at least one transmitter control signal includes an intermediate generation set.

62. (New Claim) The method of claim 60, wherein said at least one transmitter control signal includes one of a code and data which enable said remote intermediate data transmitter station to perform at least one of organizing and composing at least some of said benefit information.

63. (New Claim) The method of claim 60, wherein said at least one transmitter control signal includes a schedule.

64. (New Claim) The method of claim 60, wherein said only some of said second portion of said benefit information includes at least one of formula information and item information.

65. (New Claim) The method of claim 60, further comprising the steps of:

receiving at least some of said contiguous television commercial programming at said at least one origination transmitter station; and

transmitting said at least some of said contiguous television commercial programming from said at least one origination transmitter.

66. (New Claim) The method of claim 60, wherein said remote intermediate data transmitter station transmits said benefit information to said ultimate receiver station before a second time period during with second information will be computed, and during said first time period, said intermediate data transmitter station computes first information to serve as a basis for communicating said benefit information to said to said intermediate data transmitter.

67. (New Claim) A method of communicating advertising material to at least one ultimate receiver station in a network, said network including at least one origination station and at least one remote intermediate data transmitter station, said remote intermediate data transmitter station being geographically remote from both said at least one ultimate receiver station and said at least one origination station, with said remote intermediate data transmitter station including an intermediate data transmitter, at least one selective transfer device operatively connected to said intermediate data transmitter, a receiver for receiving at least one transmitter control signal from said at least one origination station, a detector operatively connected to said receiver, a controller operatively connected to said detector and said at least one selective transfer device, said remote transmitter station adapted to communicate benefit information to said intermediate data transmitter, said benefit information to be stored at said at least one ultimate receiver station and only some of a first portion of said benefit information to be outputted at a television monitor at said at least one ultimate receiver station, said at least one ultimate receiver station to be displaying contiguous television commercial programming at said television monitor, said contiguous television commercial programming being of a duration and only some of said duration containing a time interval of specific relevance, and with said only some of said first portion of said benefit information to be outputted at said at said television monitor during said time interval of specific relevance, said method of communicating comprising the steps of:

receiving said contiguous television commercial programming at said at least one origination station and delivering only some of said contiguous

television programming to at least one origination transmitter before a time period during which information will be computed;

receiving said at least one transmitter control signal which operates at said remote intermediate data transmitter station to communicate said benefit information to said intermediate data transmitter; and

transmitting said at least one transmitter control signal from said at least one origination transmitter at a specific time before said time period.

68. (New Claim) The method of claim 67, further comprising the step of transmitting an intermediate generation set which operates at said remote intermediate data transmitter station to generate at least one of (i) some of said benefit information, and (ii) information to be transmitted with said benefit information.

69. (New Claim) The method of claim 67, wherein said remote intermediate data transmitter station receives, stores, and retransmits said only some of said contiguous television commercial programming to said ultimate receiver station, and said at least one transmitter control signal includes one of a code and data which enable said remote intermediate data transmitter station to perform at least one of organizing and retransmitting said contiguous television commercial programming.

70. (New Claim) The method of claim 67, wherein said at least one selective transfer device includes at least one memory location, said method further comprising the step of transmitting a schedule which operates at said

remote intermediate data transmitter station to deliver said benefit information to said at least one memory location.

71. (New Claim) The method of claim 67, further comprising the steps of:

receiving only some of a second portion of said benefit information at said at least one origination transmitter station; and

transmitting said only some of said second portion of said benefit information from said at least one origination transmitter before said specific time.

72. (New Claim) The method of claim 67, wherein said transmitter control signal causes said remote intermediate data transmitter station to transmit said benefit information to said ultimate receiver station before said time period during which information will be computed.

73. (New Claim) The method of claim 72, further comprising the step of delivering the balance of said contiguous television programming to said at least one origination transmitter after said specific time.

74. (New Claim) The method of claim 73, further comprising the step of embedding said at least one transmitter control signal in one of a television signal and a multichannel signal containing said contiguous television commercial programming.

75. (New Claim) The method of claim 73, wherein said time interval of specific relevance is a first of a plurality of time intervals of specific relevance contained in said only some of said contiguous television commercial programming, said method further comprising the step of transmitting from said origination transmitter at least one data signal which operates at said at least one ultimate receiver station to deliver user specific benefit data in at least a second of said plurality of time intervals of specific relevance.

76. (New Claim) The method of claim 75, further comprising the step of embedding said at least one data signal in one of a television signal and a multichannel signal containing said contiguous television commercial programming.

77. (New Claim) The method of claim 76, further comprising the step of including at least one processor instruction in said at least one data signal.

78. (New Claim) A method of controlling a television display at a receiver station, said receiver station having a television monitor for displaying television programming and at least one processor for generating at least one of a video and audio signal in response to data detected in a television signal, said at least one processor being capable of responding to a processor interrupt signal, said method comprising the steps of:

receiving a television signal;

demodulating said television signal to detect an information transmission thereon, said information transmission comprising embedded data;

detecting said embedded data on said information transmission;

generating a processor interrupt signal in response to said data;

communicating said processor interrupt signal to said at least one processor; and

causing said at least one processor, in response to said processor interrupt signal, to perform at least one of: (a) generating at least one of a video and audio signal at a specific time, and (b) outputting said at least one of a video and audio signal at a specific time.

79. (New Claim) A method of controlling a television display at a receiver station, said receiver station having a television monitor for displaying television programming, and at least one processor for generating information content of television programming and outputting said information content to said television monitor, said at least one processor being capable of altering its manner of generating and outputting said information content in response to a processor interrupt signal, said method comprising the steps of:

receiving one of a broadcast and cablecast transmission;

demodulating said one of a broadcast and cablecast transmission to detect an information transmission thereon, said information transmission comprising embedded data;

detecting said embedded data on said information transmission;

generating a processor interrupt signal based on said data; and

interrupting said at least one processor in response to processor interrupt signal, thereby causing said at least one processor to alter its manner of performing at least one of: (a) generating said information content, and (b) outputting said information content.

80. (New Claim) A method of controlling a video display at a receiver station, said receiver station having a video monitor for displaying video and at least one processor for generating a video signal in response to data detected in one of a broadcast and cablecast transmission, said at least one processor being capable of responding to a processor interrupt signal, said method comprising the steps of:

receiving one of a broadcast and cablecast transmission;

demodulating said one of a broadcast and cablecast transmission to detect an information transmission thereon, said information transmission comprising embedded data;

detecting said embedded data on said information transmission;

generating a processor interrupt signal in response to said data;

communicating said processor interrupt signal to said at least one processor; and

causing said at least one processor, in response to said processor interrupt signal, to perform at least one of: (a) generate a video signal at a specific time, and (b) output said video signal at a specific time.

81. (New Claim) A method of controlling a television display at at least one of a plurality of receiver stations each of which has a television monitor for displaying television programming and at least one processor for generating video and audio signals in response to data detected in one of a broadcast and cablecast transmission, and said at least one processor being capable of responding to a processor interrupt signal, said method comprising the steps of:

(a) receiving an information transmission to be transmitted;

(b) receiving said data which: (i) enable said at least one of a plurality of receiver stations to generate a processor interrupt signal, and (ii) cause said at least one processor to generate at least one of a video and audio signal;

(c) receiving a control signal which operates at a transmitter station to communicate said data to a transmitter; and

(d) transmitting said information transmission and said data in said one of a broadcast and cablecast transmission.

82. (New Claim) A method of controlling a television display at at least one of a plurality of receiver stations each of which has a television monitor for displaying television programming and at least one processor for generating video and audio signals in response to data detected in one of a broadcast and cablecast transmission, said at least one processor being capable of responding to a processor interrupt signal, said method comprising the steps of:

(a) receiving an information transmission to be transmitted and delivering said information transmission to a transmitter;

(b) receiving and storing said data which: (i) enable said at least one of a plurality of receiver stations to generate a processor interrupt signal, and (ii) cause said at least one processor to generate at least one of a video and audio signal; and

(c) causing said data to be communicated to said transmitter at a specific time, thereby to transmit said information transmission and said data in said one of a broadcast and cablecast transmission.

83. (New Claim) A method of controlling a receiver station in a mass medium programming presentation system, said receiver station having a first processor and a second processor, wherein said first processor and said second

processor are capable of receiving input from a plurality of sources, said method comprising the steps of:

receiving a transmission signal;

demodulating said transmission signal to detect an information transmission thereon, said information transmission comprising embedded data;

detecting said embedded data on said information transmission;

passing said embedded data to said first processor;

selecting a specific input source in response to said embedded data; and

said embedded data causing one of said first processor and said second processor to commence waiting to receive said input from said specific input source.

84. (New Claim) The method of claim 83, wherein the transmission signal is a broadcast signal.

85. (New Claim) The method of claim 83, wherein the transmission signal is a cablecast signal.

86. (New Claim) The method of claim 83, wherein the transmission signal is a multi-channel signal.

87. (New Claim) The method of claim 83, wherein said transmission signal contains mass medium programming, said method further comprising the step of outputting said mass medium programming as part of a mass medium programming presentation based on an input from said specific input source.

88. (New Claim) The method of claim 83, wherein said transmission signal contains processor code, said method further comprising the step of processing input from said specific input source in accordance with said processor code.

89. (New Claim) The method of claim 83, wherein said transmission signal contains data, said method further comprising the step of outputting said data as part of a mass medium programming presentation based on an input from said specific input source.

90. (New Claim) The method of claim 83, wherein said receiver station outputs an image, said method further comprising the step of ceasing to output at least some of said image in response to input from said specific input source.

91. (New Claim) The method of claim 90, further comprising the step of clearing at least some of a memory containing said image.

92. (New Claim) The method of claim 90, further comprising the step of outputting a subsequent image based on said input from said specific input source.

93. (New Claim) The method of claim 83, further comprising the step of communicating some of a message stream to one of a switch and the other of said first processor and said second processor based on input from said specific input source.

94. (New Claim) The method of claim 83, wherein at least one of meter information and monitor information is processed before said one of said first processor and said second processor is caused to commence waiting to receive said input.

95. (New Claim) The method of claim 83, wherein said input includes one of an interrupt signal and an end of file signal.

96. (New Claim) The method of claim 83, further comprising the step of determining a structure or composition of said input by processing at least a first bit of said input.

97. (New Claim) The method of claim 83, further comprising the step of placing data at a register memory which designate said specific input source.

98. (New Claim) The method of claim 83, further comprising the step of selecting said specific input source based on the contents of a register memory.

99. (New Claim) The method of claim 83, wherein said input enables at least some of a mass medium programming presentation.

100. (New Claim) The method of claim 83, further comprising the step of interrupting the other of said first processor and said second processor based on said input.

101. (New Claim) The method of claim 83, further comprising the step of programming said receiver station to respond to said input.

102. (New Claim) The method of claim 83, further comprising the step of overwriting RAM information whose overlay time or processing time has ended based on said input.

103. (New Claim) The method of claim 83, further comprising the step of programming said receiver station with operating system instructions based on said input.

104. (New Claim) The method of claim 103, further comprising the step of waiting for input under control of said operating system instructions.

105. (New Claim) A method of communicating digital data, in a mass medium programming presentation system, to a plurality of receiver stations each of which includes a processor capable of receiving input from a plurality of sources, comprising the steps of:

receiving a transmission signal to be transmitted;

receiving said digital data which operates, at one of said plurality of receiver stations, to cause said processor to commence waiting to receive said input from an identified input source;

receiving a control signal which operates at a transmitter station to communicate said digital data to a transmitter; and

transmitting said transmission signal comprising said digital data to effect said one of said plurality of receiver stations to process said digital

data to cause said processor to commence waiting to receive said input from said identified input source.

106. (New Claim) The method of claim 105, wherein the receiver station is an intermediate transmitter station.

107. (New Claim) The method of claim 105, wherein said one of said plurality of receiver stations outputs at least some of a mass medium programming presentation based on said input, said method further comprising the step of transmitting at least one of said input and said at least some of said mass medium programming presentation.

108. (New Claim) The method of claim 107, wherein said at least some of a mass medium programming presentation includes information which is locally generated at said one of said plurality of receiver stations, said method further comprising the step of transmitting processor code which operates to generate said locally generated information.

109. (New Claim) The method of claim 107, wherein said at least some of a mass medium programming presentation includes information which is locally generated at said one of said plurality of receiver stations and said data serve as a basis for generating said locally generated information.

110. (New Claim) The method of claim 105, wherein said one of said plurality of receiver stations clears said data from a memory in response to an instruction contained in said input.

111. (New Claim) The method of claim 110, further comprising the step of transmitting said instruction.

112. (New Claim) The method of claim 105, wherein said identified input source is capable of varying the amount of one of a television signal and a multichannel which is searched for said input, said method further comprising the step of transmitting an instruction which controls said identified input source to communicate an increased or decreased amount of said one of said television signal and said multichannel signal.

113. (New Claim) The method of claim 112, further comprising the step of transmitting said one of said television signal and said multichannel signal.

114. (New Claim) A method of communicating digital data, in a mass medium programming presentation system, to a plurality of receiver stations each of which includes a processor capable of receiving input from a plurality of sources, comprising the steps of:

receiving a transmission signal to be transmitted and delivering said transmission signal to a transmitter;

receiving and storing said digital data which at one of said plurality of said receiver stations operates to cause said processor to commence waiting to receive said input from an identified input source; and

causing said digital data to be communicated to said transmitter at a specific time, thereby to transmit said transmission signal

comprising said digital data to effect said one of said plurality of receiver stations to process said digital data to cause said processor to commence waiting to receive said input from said identified input source.

115. (New Claim) The method of claim 114, wherein the transmitter station is an intermediate transmitter station.

116. (New Claim) The method of claim 114, wherein said identified input source is capable of detecting digital television signals having a plurality of expanses, said method further comprising the steps of:

transmitting a first part of said digital data in a first of said plurality of expanses; and

transmitting a second part of said digital data in a second of said plurality of expanses.

117. (New Claim) The method of claim 116, further comprising the step of transmitting at least one instruction with causes said identified input source to search one of said first and said of said plurality of expanses one of said first part and said second part of said digital data.

118. (New Claim) The method of claim 114, wherein a computer is operatively connected to said transmitter, said method further comprising the steps of:

receiving said digital data at said computer, said digital data including only a first portion of a processor code;

generating a second portion of said processor code by processing information stored in said computer; and

incorporating said second portion of said processor code into said digital data.

119. (New Claim) The method of claim 118, wherein said first portion and said second portion of said processor code operates at said one of said plurality of receiver stations to generate, or deliver at one of a television monitor and a television storage device, a first portion of a television program, said method further comprising the steps of:

receiving a second portion of said television program; and

transmitting said second portion of said television program.

120. (New Claim) The method of claim 119, wherein said second portion of said television program is received in said signal containing said first portion of said processor code and said step of incorporating said second portion of said processor code into said transmission signal includes embedding said second portion of said processor code into said transmission signal.

121. (New Claim) The method of claim 119, wherein said second portion of said television program is received in said signal containing said first portion of said processor code and said step of incorporating said second portion of said processor code into said digital data includes replacing a variable.

122. A method of controlling a receiver station, said receiver station capable of executing one or more preprogrammed functions, said method comprising the steps of:

receiving a broadcast or cablecast transmission including an information transmission, said information transmission further including digital data;

detecting said information transmission in said broadcast or cablecast transmission and said data in said information transmission;

passing at least a portion of said information transmission and one or more of said detected data to one or more processors;

generating a data storage address in response to one or more of said data; and

processing data stored at said generated data storage address based on said step of generating.

123. (New Claim) The method of claim 122, wherein one of said processors performs said step of generating and said step of processing.

124. (New Claim) The method of claim 122, wherein said one or more processors further include a first processor and a second processor, and wherein said first processor performs said generating step and said second processor performs said processing step.

125. (New Claim) The method of claim 124, wherein said first processor controls said second processor.

126. (New Claim) The method of claim 122, wherein said broadcast or cablecast further includes transmitted programming.

127. (New Claim) The method of claim 126, wherein said transmitted programming contains audio programming.

128. (New Claim) The method of claim 126, wherein said transmitted programming contains video programming.

129. (New Claim) The method of claim 126, wherein said transmitted programming contains television programming.

130. (New Claim) The method of claim 122, further comprising the step of processing said information transmission to produce an image.

131. (New Claim) The method of claim 130, wherein said one or more of said digital data signifies an existence of one or more errors in said step of processing said information transmission, and wherein said method further comprises the step of clearing some of said produced image.

132. (New Claim) The method of claim 131, wherein said processing of said data at said generated data storage address is performed to produce a substitute image in lieu of said cleared image.

133. (New Claim) A method of communicating digital data to a plurality of receiver stations, each capable of executing one or more preprogrammed functions, said method comprising the steps of:

(1) receiving, in a transmitter station, a broadcast or cablecast transmission to be transmitted;

(2) receiving, in said transmitter station, said digital data which operate in one or more of said plurality of receiver stations to enable one or more processors to generate a data storage address and to process data stored at said generated data storage address; and

(3) transmitting, in response to a first control signal, said broadcast or cablecast transmission and said digital data to said one or more of said plurality of receiver stations.

134. (New Claim) The method of claim 133, further comprising the step of receiving a second control signal which operates to control communication of said digital data within said transmitter station.

135. (New Claim) The method of claim 134, wherein said second control signal includes at least part of said digital data.

136. (New Claim) The method of claim 135, wherein one of said first control signal and said second control signal includes a schedule.

137. (New Claim) The method of claim 133, further comprising the step of generating said first control signal in said transmitter station.

138. (New Claim) The method of claim 137, wherein said generating step is performed in response to at least a portion of said digital data.

139. (New Claim) The method of claim 133, further comprising the step of combining said digital data and said broadcast or cablecast.

140. (New Claim) The method of claim 139, wherein said combining step further comprises the step of embedding said digital data in said broadcast or cablecast.

141. (New Claim) A method of communicating digital data to a plurality of receiver stations, each capable of executing one or more preprogrammed functions, said method comprising the steps of :

(1) receiving, in a transmitter station, a broadcast or cablecast transmission and delivering said broadcast or cablecast transmission to a transmitter;

(2) receiving and storing, in said transmitter station, said digital data which operates in one or more of said plurality of receiver stations to enable one or more processors to generate a data storage address and to process data stored at said generated data storage address; and

(3) causing said digital data to be communicated to said transmitter at a specific time, thereby to transmit said broadcast or cablecast transmission and said digital data to said one or more of said plurality of receiver stations.

142. (New Claim) The method of claim 141, further comprising the step of combining said digital data and said broadcast or cablecast.

143. (New Claim) The method of claim 142, wherein said combining step further comprises the step of embedding said digital data in said broadcast or cablecast.

144. (New Claim) The method of claim 141, wherein said digital data includes an identifier.

145. (New Claim) The method of claim 144, wherein said identifier designates a condition.

146. (New Claim) The method of claim 145, wherein said identifier specifies a program.

147. (New Claim) The method of claim 145, wherein said identifier specifies one of a mass medium programming output and a step of processing having been completed.

148. (New Claim) The method of claim 144, wherein said identifier designates a step of processing, and wherein said method further comprises the step of including one or more processor instructions in said digital data which operate at said plurality of receiver stations to execute said step of processing or communicate said identifier.

149. (New Claim) The method of claim 148, wherein said one or more processor instructions are part of a computer program, said method further comprising the step of generating at least some of said computer program before a specific time.

150. (New Claim) The method of claim 141, further comprising the step of transmitting, prior to said specific time, one or more processor instructions

which operate to program at least one of said plurality of receiver stations to perform said one or more programmed functions.

151. (New Claim) The method of claim 150, wherein said at least some of said digital data is processed in accordance with said one or more processor instructions, said method further comprising the step of including one or more of video, audio, price, and transaction information in said digital data.

152. (New Claim) The method of claim 151, wherein said at least some of said digital data is part of a data module, said method further comprising the step of transmitting a control signal which operates at said one or more of said plurality of receiver stations to store said data module at a memory.

153. (New Claim) The method of claim 141, wherein said data stored at said generated data storage address include one or more processor instructions and said one or more of said plurality of receiver stations generates mass medium programming in accordance with said one or more processor instructions.

154. (New Claim) The method of claim 153, wherein said one or more of said plurality of receiver stations generates a balance of mass medium program in accordance with said one or more processor instructions, said method further comprising the step of transmitting only some of said mass medium program.

155. (New Claim) The method of claim 154, wherein said digital data operates at said one or more of said plurality of receiver stations to synchronize

delivery at an output device of said generated balance of a mass medium program and said only some of said mass medium program.

156. (New Claim) The method of claim 154, wherein said digital data includes an identifier which designates an incomplete portion of said generated balance of a mass medium program and said only some of said mass medium program.

157. (New Claim) A method of processing signals at a receiver station, said receiver station comprising a plurality of programmable processors each for one of generating and controlling the passing of some information associated with one of a video display and an audio output, said method comprising the steps of:

receiving one of a broadcast and a cablecast transmission;

demodulating said one of a broadcast and a cablecast transmission to detect an information transmission thereon, said information transmission comprising data;

detecting said data on said information transmission;

communicating said detected data to said plurality of programmable processors;

selecting one of said plurality of programmable processors;

communicating an interrupt signal to said selected programmable processor on the basis of said selecting; and

causing said selected programmable processor to one of generate and control the passing of at least some portion of one of a video and an audio signal at a specific time.

158. (New Claim) The method of claim 157, further comprising the step of programming said receiver station to select one of said plurality of programmable processors to interrupt and communicate said interrupt signal.

159. (New Claim) The method of claim 157, wherein said step of causing said selected programmable processor to one of generate and control the passing of at least some portion of one of a video and an audio signal is in consequence of said communicated programmable processor interrupt signal.

160. (New Claim) The method of claim 157, further comprising the steps of:

communicating a control signal to said selected programmable processor; and

causing said selected programmable processor to one of generate and control the passing of specific video or audio based on said communicated control signal.

161. (New Claim) A method of processing signals at a receiver station, said receiver station comprising a plurality of processors each for one of generating and controlling the passing of some information associated with a combined medium presentation, with at least some of said processors capable of responding to a processor interrupt signal, said method comprising the steps of:

receiving one of a broadcast and cablecast transmission;

demodulating said one of a broadcast and cablecast transmission to detect an information transmission thereon, said information transmission comprising containing data;

detecting said data on said information transmission;

communicating said detected data to said plurality of programmable processors;

selecting one of said plurality of programmable processors;

communicating an interrupt signal to said selected programmable processor; and

causing said selected programmable processor to one of generate and control the passing of at least some portion of one of a video and an audio signal at a specific time.

162. (New Claim) The method of claim 161, further comprising the step of programming said receiver station to select one of said plurality of programmable processors to interrupt and communicate said interrupt signal.

163. (New Claim) The method of claim 161, wherein said step of causing said selected programmable processor to one of generate and control the passing of at least some portion of one of a video and an audio signal is in consequence of said communicated programmable processor interrupt signal.

164. (New Claim) The method of claim 161, further comprising the steps of:

communicating a control signal to said selected programmable processor; and

causing said selected programmable processor to one of generate and control the passing of one of specific video and specific audio based on said communicated control signal.

165. (New Claim) A method of communicating a first control signal to at least one of a plurality of receiver stations each having a plurality of programmable processors each for one of generating and controlling the passing of some information associated with one of a video display and an audio output, with at least some of said programmable processors capable of responding to said first control signal, comprising the steps of:

(1) receiving data to be transmitted;

(2) receiving said first control signal which at said at least one of said plurality of receiver stations operates to cause a selected programmable processor to one of generate and control the passing of a first portion of one of a video and an audio signal;

(3) receiving a second control signal which operates at a transmitter station to communicate one of said data and said first control signal to a transmitter; and

(4) transmitting one of a broadcast and a cablecast transmission comprising said data and said first control signal to cause said selected programmable processor to one of generate and control the passing of some portion of said one of a video and an audio signal at a specific time.

166. (New Claim) The method of claim 165, wherein said receiver station stores one of said data to document communication of one of said first control signal and said one of said video and said audio signal.

167. (New Claim) The method of claim 165, wherein said first control signal operates at said at least one of said plurality of receiver stations to communicate an interrupt signal to said selected programmable processor.

168. (New Claim) The method of claim 167, further comprising the step of transmitting one of (i) said first portion of said video and said audio signal and (ii) a second portion of said video and said audio signal.

169. (New Claim) The method of claim 168, wherein said first portion of said video and said audio signal contains a receiver specific datum and said first control signal causes said selected programmable processor to generate one of (i) said receiver specific datum by processing said data and (ii) information to serve as a basis for selecting said receiver specific datum from said data.

170. (New Claim) The method of claim 169, wherein said first control signal causes said at least one of said plurality of receiver stations to output said first portion of said video and said audio signal and said second portion of said video and said audio signal simultaneously.

171. (New Claim) A method of communicating a first control signal to at least one of a plurality of receiver stations each having a plurality of programmable processors for each for one of generating and controlling the passing of some information associated with a combined medium presentation, with at least some of said programmable processors capable of responding to said control signal, comprising the steps of:

(1) receiving data to be transmitted;

(2) receiving said first control signal which at one of said plurality of receiver stations operates to cause a selected programmable processor to one of

generate and control the passing of some portion of one of a video and an audio signal at a specific time;

(3) receiving a second control signal which operates at a transmitter station to communicate one of said data and said control signal to a transmitter; and

(4) transmitting a broadcast or cablecast transmission comprising said data and said control signal to cause said selected programmable processor to one of generate and control the passing of some portion of said one of a video and an audio signal at said specific time in response to a control instruction.

172. (New Claim) The method of claim 171, wherein said first control signal causes said at least one of said plurality of receiver stations to output said first portion of said video and said audio signal and a second portion of said video and said audio signal simultaneously, said method further comprising the step of transmitting at least one of (i) said first portion of said video and said audio signal and (ii) second portion of said video and said audio signal.

173. (New Claim) The method of claim 172, wherein said first control signal operates at said at least one of said plurality of receiver stations to communicate an interrupt signal to said selected programmable processor.

174. (New Claim) The method of claim 173, wherein said receiver station stores one of said data to document communication of one of said first control signal and said one of said video and said audio signal.

175. (New Claim) The method of claim 174, wherein said combined medium presentation contains a receiver specific datum and said first control signal causes said selected programmable processor to generate one of (i) said receiver specific datum by processing said data and (ii) information to serve as a basis for selecting said receiver specific datum from said data.

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176. (New Claim) A method of communicating a control signal to at least one of a plurality of receiver stations each having a plurality of programmable processors each for one of video display and an audio output, with at least some of said programmable processors capable of responding to said control signal, comprising the steps of:

(1) receiving a signal to be transmitted, said signal comprising data to be transmitted, and delivering said signal to a transmitter;

(2) receiving and storing said control signal which at one of said plurality of receiver stations operates to cause a selected programmable processor to one of generate and control the passing of some portion of one of a video and an audio signal at a first specific time; and

(3) causing said control signal to be communicated to the transmitter at a second specific time.

177. (New Claim) The method of claim 176, wherein said first specific time and said second specific time are separated by a period of time during which said selected programmable processor completes a processing task.

178. (New Claim) The method of claim 176, wherein said control signal operates at said at least one of said plurality of receiver stations to communicate an

interrupt signal to said selected programmable processor and cause said selected programmable processor to cease performing a processing task in response to said interrupt signal.

179. (New Claim) The method of claim 176, wherein said control signal causes said at least one of said plurality of receiver stations to output said first portion of said video and said audio signal and a second portion of said video and said audio signal at said first specific time, said method further comprising the step of storing one component of a television signal prior to said second specific time.

180. (New Claim) The method of claim 179, further comprising the step of storing some of said data in said one component of said television signal.

181. (New Claim) The method of claim 180, wherein said at least one of said plurality of receiver stations outputs said first portion of said video and said audio signal and a second portion of said video and said audio signal in a television signal, said method further comprising the step of transmitting said data in a plurality of components of said television signal.

182. (New Claim) The method of claim 181, wherein said at least one of said plurality of receiver stations displays said some of said data at a video monitor as a part of television programming.

183. (New Claim) The method of claim 181, wherein said at least one of said plurality of receiver stations emits said some of said data in audio as a part of television programming.

184. (New Claim) A method of communicating a control signal to at least one of a plurality of receiver stations each having a plurality of programmable processors each for one of generating and controlling the passing of some information associated with a combined medium presentation, with at least some of said programmable processors capable of responding to said control signal; comprising the steps of:

(1) receiving a signal to be transmitted, said signal comprising data to be transmitted, and delivering said signal to a transmitter;

(2) receiving and storing said control signal which at one of said plurality of receiver stations operates to cause a selected programmable processor to one of generate and control the passing of some portion of one of a video and an audio signal at a first specific time; and

(3) causing said control signal to be communicated to the transmitter at a second specific time.

185. (New Claim) The method of claim 184, wherein said at least one of said combined medium presentation includes a receiver specific datum and said control signal causes said selected programmable processor to generate one of (i) said receiver specific datum by processing said data and (ii) information to serve as a basis for selecting said receiver specific datum from said data.

186. (New Claim) The method of claim 185, wherein said receiver specific datum is outputted in said one of said video and said audio signal, said method further comprising the step of transmitting said data before said first specific time.

187. (New Claim) The method of claim 185, further comprising the step of transmitting said data before said second specific time.

188. (New Claim) A method of processing signals at a receiver station, said receiver station comprising a plurality of programmable processors each for one of generating and controlling the passing of information for output to a user, with at least some of said programmable processors capable of responding to a first processor interrupt signal, said method comprising the steps of:

receiving one of a broadcast and a cablecast transmission;

demodulating said one of a broadcast and a cablecast transmission to detect an information transmission thereon, said information transmission comprising data;

detecting said data in said information transmission;

communicating said detected data to said plurality of programmable processors, a first of which generates the first processor interrupt signal;

selecting a second of said plurality of programmable processors to one of generate and control the passing of, information for output to a user; and

communicating the first processor interrupt signal to said selected second programmable processor whereby to cause said second selected programmable processor to one of generate and control the passing of information at a specific time.

189. (New Claim) The method of claim 188, further comprising the step of communicating a second interrupt to said first programmable processor.

190. (New Claim) The method of claim 189, further comprising the step of detecting said second interrupt signal in said data.

191. (New Claim) The method of claim 189, wherein one of said plurality of programmable processors is caused to cease a processing task in response to a processor interrupt signal.

192. (New Claim) The method of claim 188, further comprising the step of outputting a first portion of one of a video and an audio signal at said specific time.

193. (New Claim) The method of claim 192, further comprising the step of displaying one of said data at a video monitor as a part of television programming.

194. (New Claim) The method of claim 192, further comprising the step of emitting one said data in audio as a part of television programming.

195. (New Claim) The method of claim 192, wherein a receiver specific datum is outputted in said first portion of said one of said video and said audio signal, and wherein, based on said first programmable processor interrupt signal, one of said plurality of programmable processors generates one of (i) said receiver specific datum by processing said data and (ii) information to serve as a basis for selecting said receiver specific datum from said data.--

## II. REMARKS

In consonance with the agreement between Applicants and the Office regarding the co-pending U.S. patent applications related to this application,